

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Byan Systems, Inc.

Manufacturing-Works

Byan Systems, Inc. Improves Image with Assistance from Manufacturing-Works

Client Profile:

Byan Systems Inc. is a minority-owned company currently employing 14 people who design and fabricate hydraulic gate controls (swing and slider) for the security industry, primarily high-end residences and secure government installations. In business since 1995, Byan Systems provides the gate controls on the White House Gates, as well as the vast majority of all sensitive governmental secure operations. The company is located in Lusk, Wyoming.

Situation:

Byan Systems' sales had slumped, and attendance at trade shows had taken a downturn. Differences with ad and sales providers were impacting the company's sales and marketing message. Byan Systems contacted Manufacturing-Works, a NIST MEP network affiliate, for help.

Solution:

Manufacturing-Works' graphic designer met with Byan Systems in order to develop a detailed picture of the company, its owner, and their long-term visions for its future. With an understanding of the company's competencies and future direction, Manufacturing-Works created an extensive, holistic marketing and sales promotion program including posters, videos, eblasts, sound tracks and handout materials for the company. With Manufacturing-Works' assistance, Byan's new marketing campaign has attributed to the company's improvement in sales.

Results:

* Increased sales by \$148,000.

Testimonial:

"Manufacturing-Works has helped us with technology for over 14 years, and we recognize them as the reason we are still in business. It was natural that we would come to them in regard to our sales slump and ask for help. We were not disappointed in their attitude, their action, or their results for us."

Helen Boreczky, Owner